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PHOTO
ENGRAVING CO.



ENGRAVING
FOR ALL
PURPOSES

67 10 71
PARK PLACE
N.Y.

THE

Photo-Engraving Company,

67 TO 71 PARK PLACE,

NEW YORK.

JOHN HASTINGS,

President.

A. R. HART,

General Manager.

Jos. TRIPP,

Vice-President.

*The First Photo-Engraving Company incorporated, and
the largest establishment of its kind
in the world to-day.*





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THE PHOTO-ENGRAVING COMPANY.

WHEN, in 1872, this company first commenced business, and started the process of photo-engraving in this country, the most visionary dreamers could not have foreseen the great developments of the illustrative arts which have followed the continual experiments we have engaged in. The large amount of money spent and the untiring efforts to produce the finest and most practical results attainable, have resulted in placing us at the head of the illustrators of the world, and we to-day can produce the best results in all branches of photo-relief plate engraving on this or any other continent.

Many imitators have sprung up and sailed in our wake, under names so closely resembling our own that many would-be customers of ours have received inferior productions which, in no sense, represented the art of photo-engraving, as it existed in its best phases, and have consequently considered the method crude and too imperfect for general practical use. To all such we can offer a process which is a perfect substitute for wood engraving, inasmuch as our plates closely

resemble the hand-work, can be printed on any ordinary printing-press in connection with type, and can be electrotyped in the usual manner, the cost being, in most cases, from $33\frac{1}{3}$ to 50 per cent. less. This pamphlet contains a few specimens of our later work, and we confidently offer them to close inspection, knowing that the high grade of excellence shown will convince the most critical of the superiority of our methods.

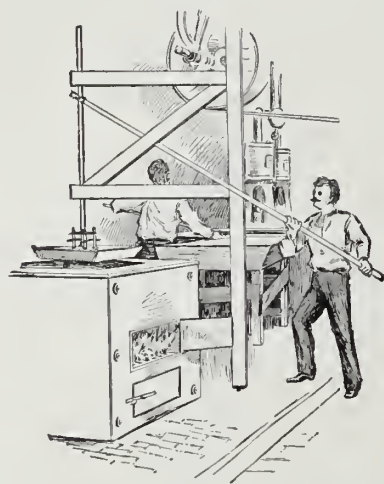


How a Photo Engraving is Made.

For the information of many of our customers, who have often asked the question, and the guidance of those who do not understand the necessities of our process, we give this little sketch of our method of procedure. In the first place it is necessary that the copy for our use be in clean *black* lines or stipple on white or slightly tinted paper, and the copy may be either a pen or crayon drawing, a wood-cut, steel or lithographic print, all of which can readily be re-produced directly without redrawing (drawings in wash are not suited to this process, but can be made by the half-tone process described in another part of this pamphlet). When these conditions have been complied with all is ready for the first step in the process, which is the making of the negative. The copy is set in front of the camera, and a glass negative is made and intensified so that the lines or stipples of the copy stand out clear and sharp. The negative is then placed in a printing frame over a chemical substance which has



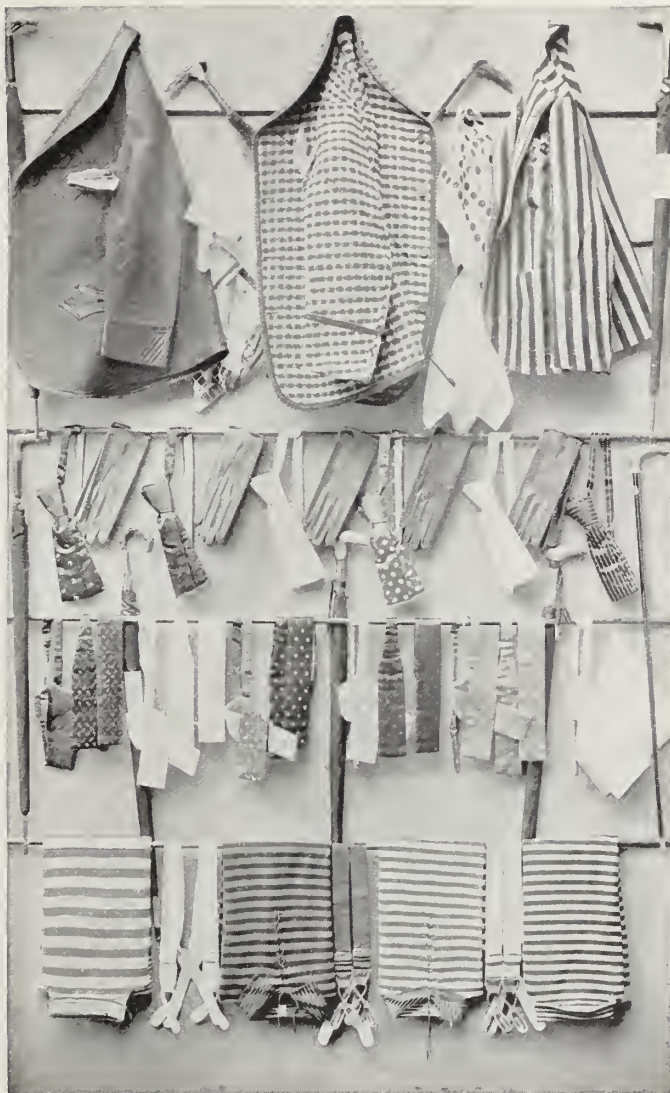
been made sensitive to the action of light, and is then exposed to the rays of the sun or electric light, either pose, until the picture of the on the prepared substance. manipulated in a manner it becomes a mould from be readily made. This cast ing department and a plate it in the usual manner. not entirely perfect, and is engraver who has, in most instances, served his time as a wood engraver. The imperfections are carefully mounted on wood or metal, desire of the customer, and trotypes may be made in the



of which serves our pur-
negative is clearly printed
This preparation is then
peculiar to ourselves, until
which a plaster cast can
is placed in our stereotyp-
of type metal is made from
This plate of course is
taken in hand by a skillful
remedied, and the plate is
according to the expressed
is ready for the press. Elec-
usual manner.



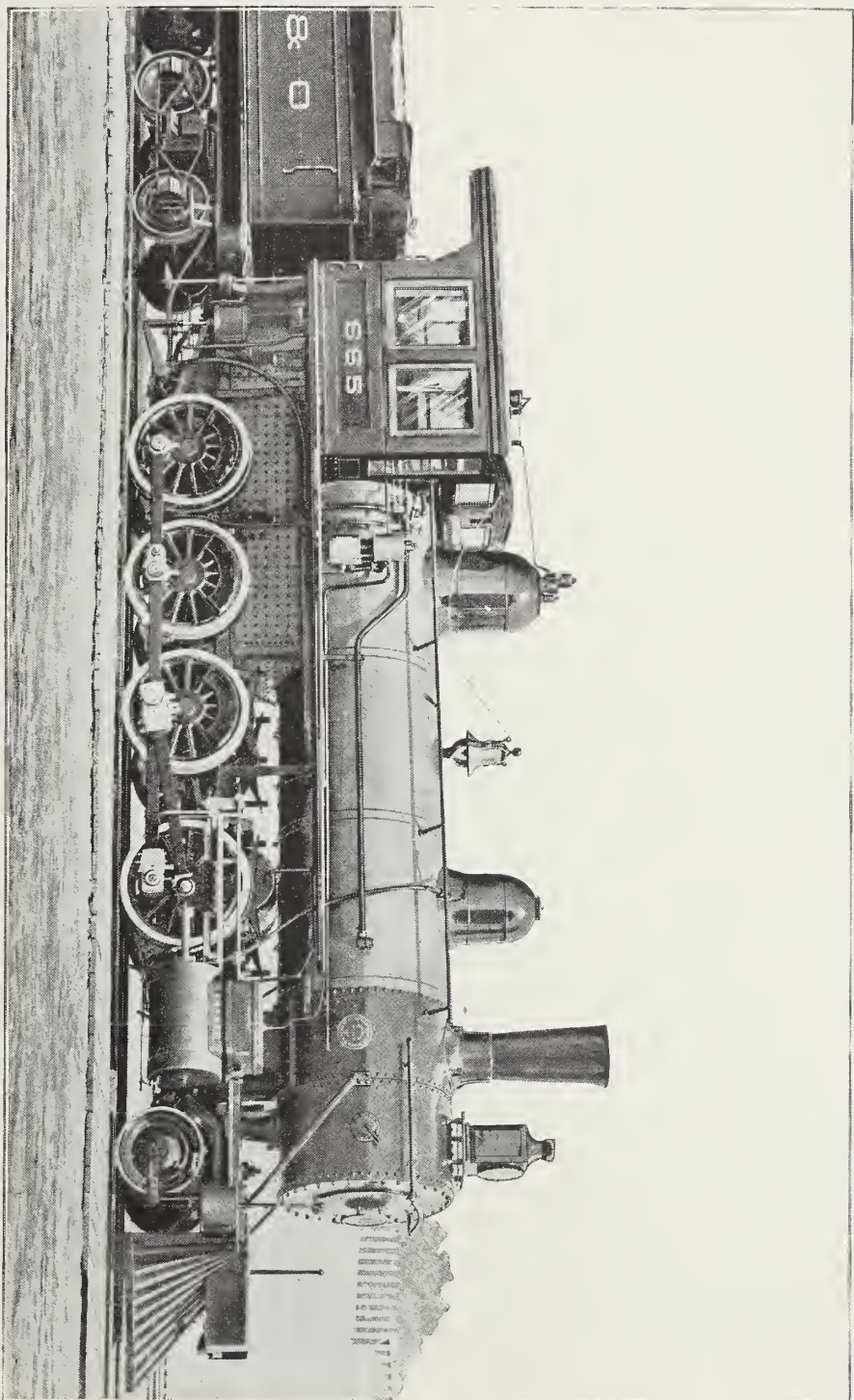


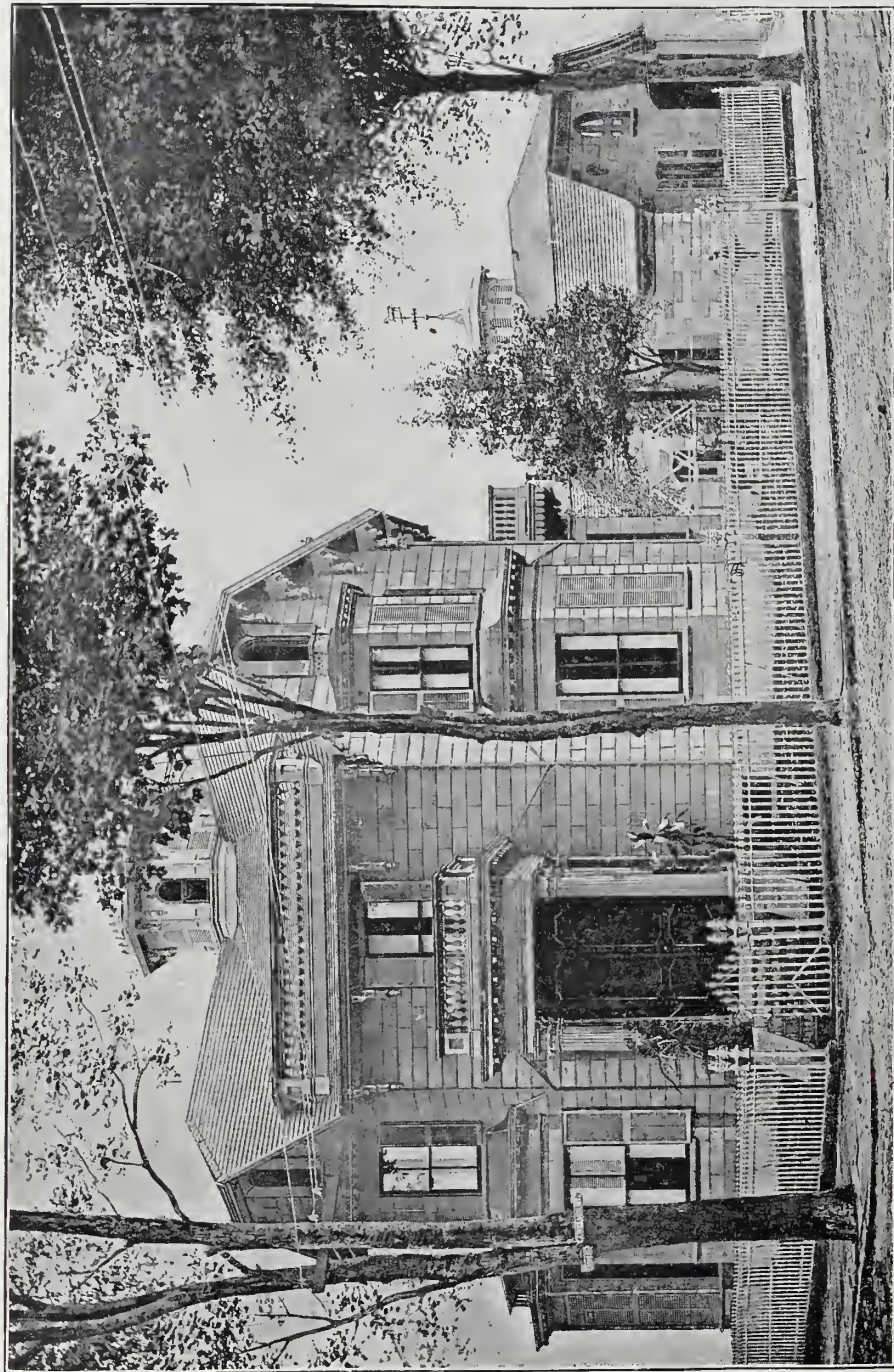






















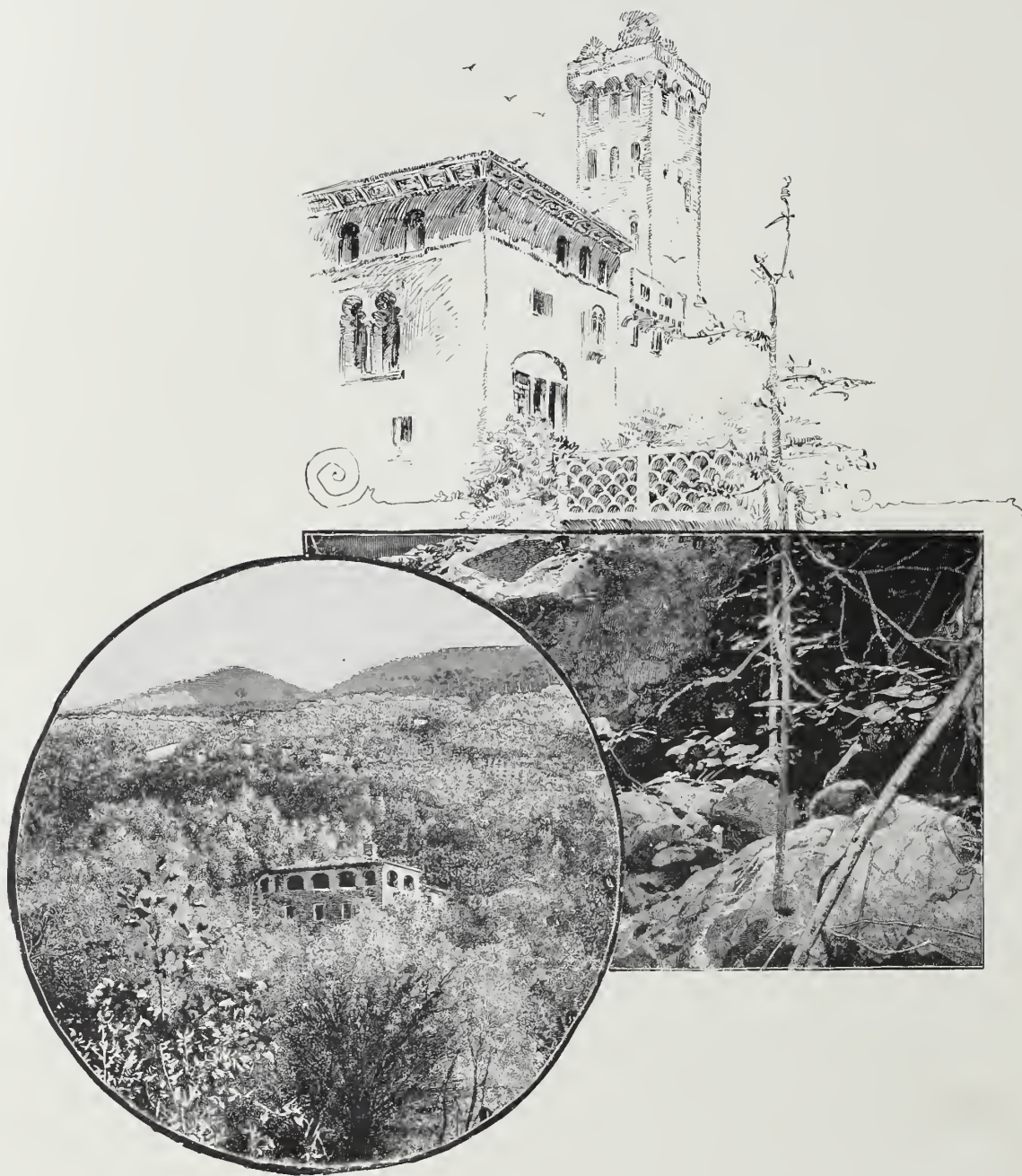
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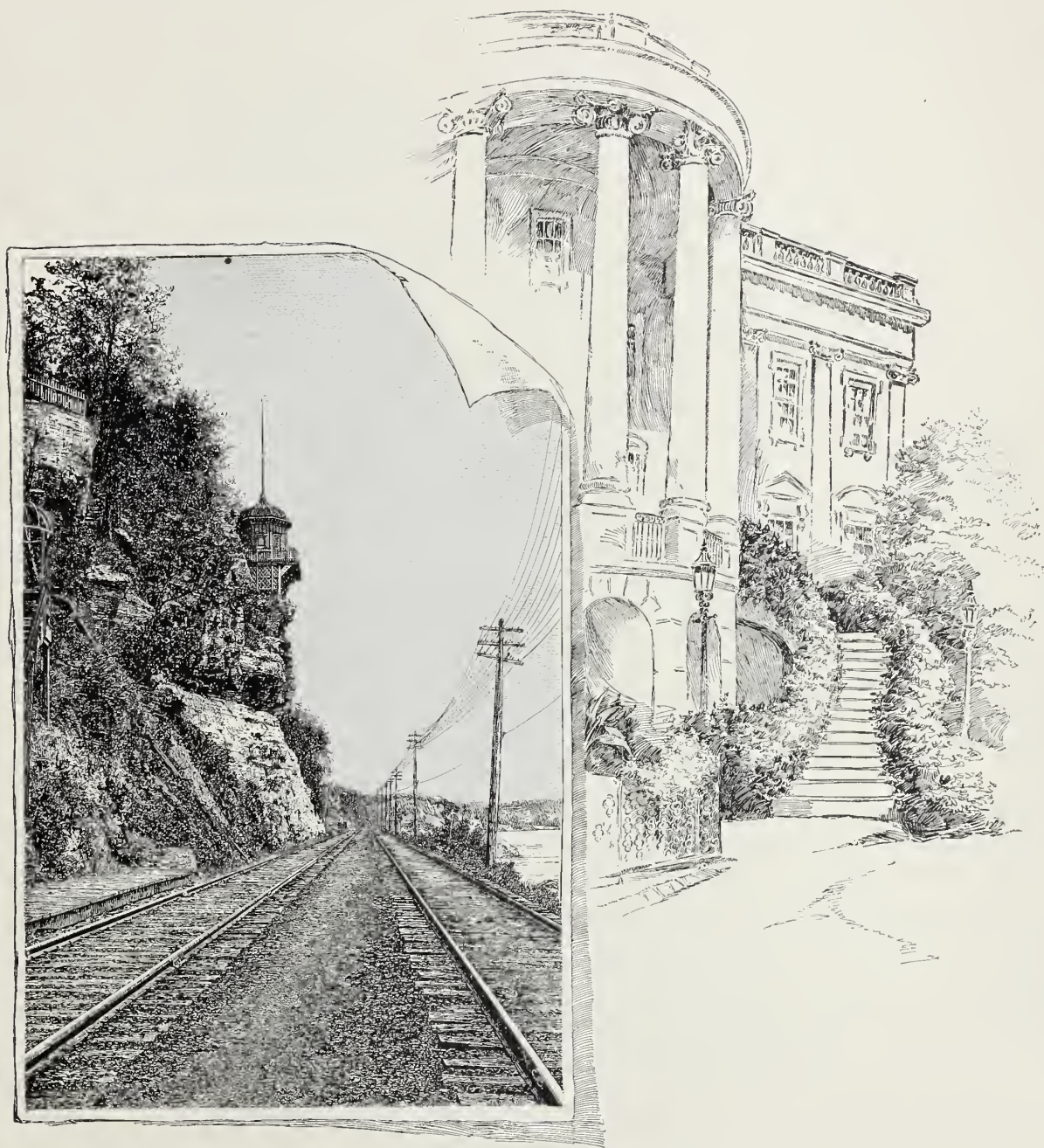


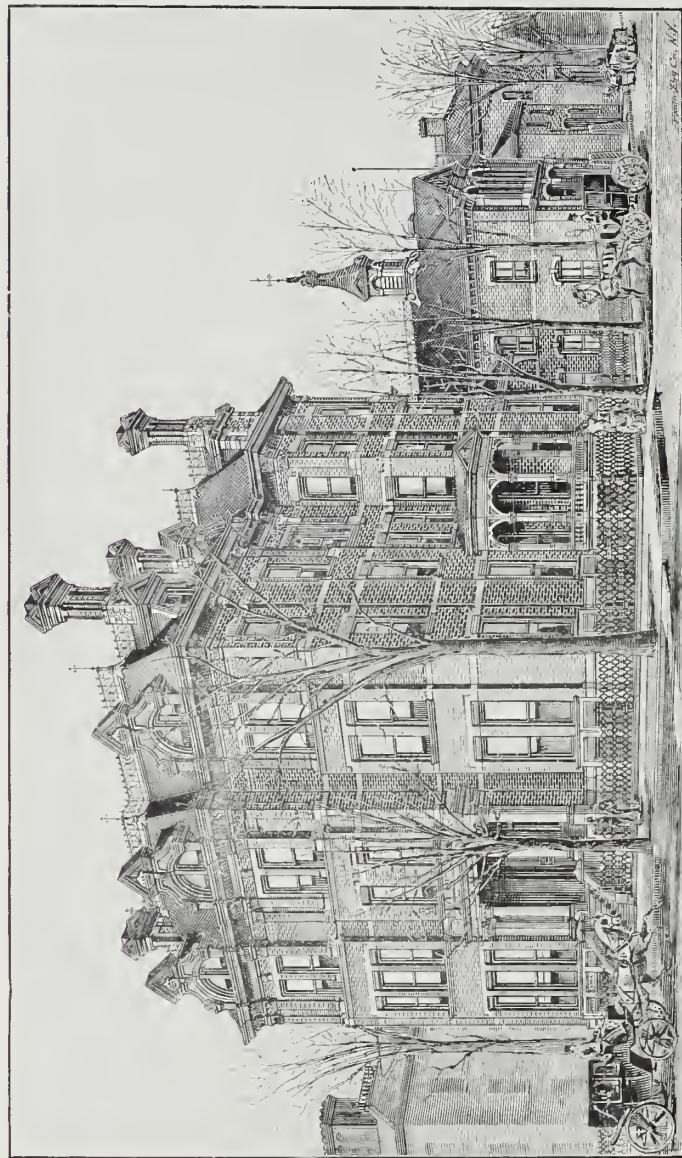
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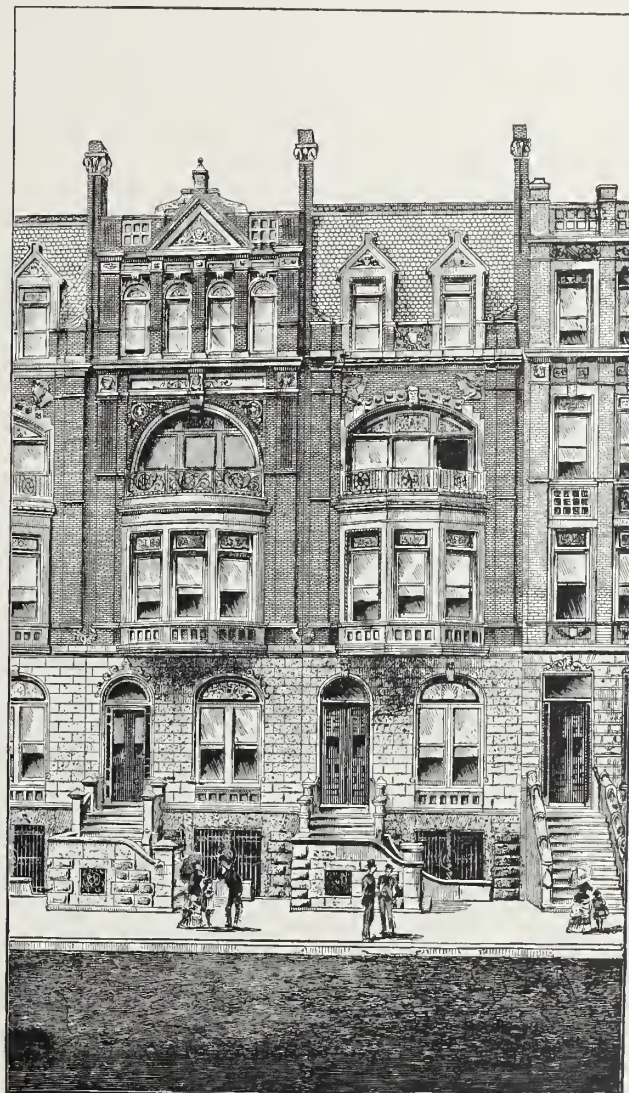


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O. S. HOUTZ, Manager.

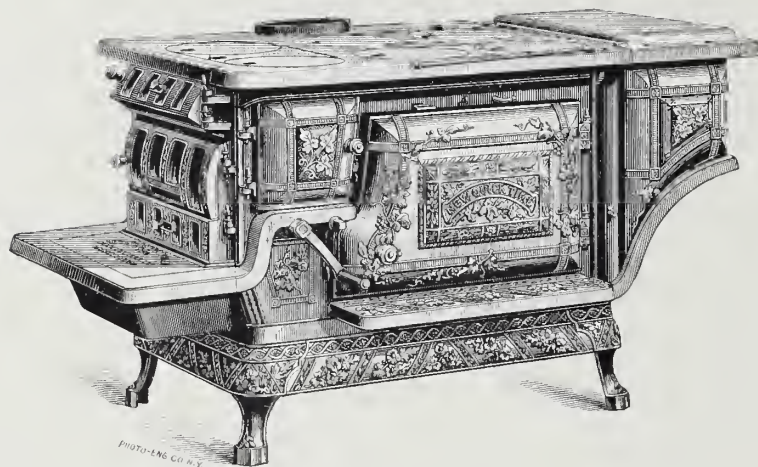
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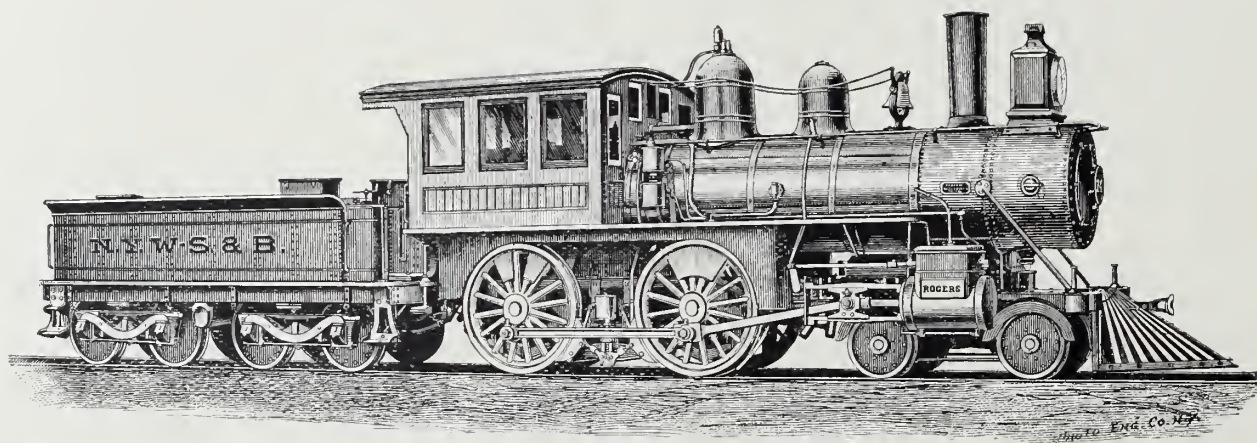
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